

## **ABSTRACT**

**Title:** Body care and media

**Goal of the research:** The goal of this thesis project is to evaluate information available in TV programmes regarding healthy life style, fitness, and care of human body. In the thesis is analysed the available selection of educational programmes focusing on active lifestyle and the TV commercials on this topic.

**Research Method:** There were two research methods used in the project: a content analysis method and a descriptive method.

**Results:** The number of educational programmes regarding care of human body and healthy lifestyle available on TV is insufficient, although the quality of the programmes is high. The variety of TV commercials shown is wide, but the content of the commercials revolves around beauty and appearance. Commercials that would encourage viewers to be physically active and change their lifestyle were absent entirely.

**Keywords:** media, advertisement and commercials, health, lifestyle, physical activity, healthy nutrition, body image, appearance